Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	3	"6311185".pn. or "5390295".pn. or "6084591".pn.	USPAT	OR	OFF	2005/04/17 15:55
L2	0	displaying with web adj2 browser same message same display$3 with space	EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/17 15:57
L3	1	displaying same web adj2 browser and message same display$3 with space	EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/17 15:57
L4	32	displaying same web adj2 browser and message same display$3	EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/17 15:57

SCANNED 4/17/05

L Number	Hits	Search Text	DB	Time stamp
-	227	(ad or advertis$5) SAME (browser SAME ((unused or empty or blank) NEAR4 space or window)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 08:30
-	13	((ad or advertis$5) SAME (browser SAME ((unused or empty or blank) NEAR4 space or window)) and @ad<20010314) and 709/218.ccls.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:09
-	4	(ad or advertis$5) SAME browser SAME ((unused or empty or blank) NEAR4 (space or window)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:13
-	4	(ad or advertis$5) SAME (webpage or (web adj2 page) or website) SAME ((unused or empty or blank) NEAR4 (spacc or window)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:19
-	34	("5913040"|"6442529"|"20030053420"|"5914716"|"6098033"|"5940049"|"20030025099"|"66	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:28
-	2	("6326985").PN.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:31
-	466	(unused or empty or blank or (white adj3 space)) SAME (background and pixel) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:32
-	104	(unused or empty or blank or (white adj3 space)) NEAR8 (background and pixel) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:32
-	10	((unused or empty or blank or (white adj3 space)) NEAR8 (background and pixel) and @ad<20010314) and (ad or advertising or advertisement)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:39
-	0	(identify NEAR8 ((unused or blank or empty or white) NEAR4 space) SAME (webpage or (web NEAR2 page) or website)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:40
-	40	((unused or blank or empty or white) NEAR4 space) SAME (webpage or (web NEAR2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/21 16:47
-	2288	(identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank) NEAR4 space) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:05
-	1	(identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank) NEAR4 space) SAME (webpage or (web adj2 page) or website) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:10
-	58	(identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank) NEAR4 space) AND (webpage or (web adj2 page) or website) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:21

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6/24/04

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4/17/05

-	3	709/218.ccls. and ((identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank) NEAR4 (space or area or screen or display))) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:24
-	22	709/218.ccls. and ((identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank))) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:29
-	30	705/14.ccls. and ((identify$4 or measur$4 or dimension$3) SAME ((clear or white or empty or blank))) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 10:44
-	69	(unused or blank or clear or white or empty) NEAR5 (area or space or windows or pane or display or screen) SAME (webpage or website or (web adj2 page)) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 13:50
-	2	6311185.URPN.	USPAT	2004/06/22 13:05
-	9	("5513254" | "5572643" | "5737619" | "5794210" | "5796952" | "5809242" | "5812776" | "5860073" | "5960409").PN.	USPAT	2004/06/22 13:08
-	1876	(measur$6 or dimension) NEAR4 (screen or page or display) NEAR5 (size or pixel) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 13:49
-	218	345/788.ccls. and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:05
-	53	(345/788.ccls. and @ad<20000314) and (unused or blank or clear or white or empty) NEAR5 (area or space or windows or pane or display or screen) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:05
-	110	345/790.ccls. and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:07
-	36	(345/790.ccls. and @ad<20000314) and (unused or blank or clear or white or empty) NEAR5 (area or space or windows or pane or display or screen) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:09
-	70	345/800.ccls. and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:07
-	20	(345/800.ccls. and @ad<20000314) and (unused or blank or clear or white or empty) NEAR5 (area or space or windows or pane or display or screen) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:16
-	3558	siz$4 NEAR10 (screen or display or page) NEAR10 pixel and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:21
-	1383	(measur$6 or dimension) NEAR10 (screen or display or page) NEAR10 pixel and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:24

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-	377	(measur$6 or dimension) NEAR3 (screen or display or page) NEAR3 pixel and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:27
-	2318	pixel SAME ((determin$4 or measur$4) NEAR4 (window or screen or page)) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:31
-	196	(determin$4 or measur$5 or identify$5) NEAR4 (size or width or length or dimension) NEAR4 (blank or empty of white or clear or unused) NEAR4 (space or area or window or region) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:37
-	19	((determin$4 or measur$5 or identify$5) NEAR4 (size or width or length or dimension) NEAR4 (blank or empty of white or clear or unused) NEAR4 (space or area or window or region) and @ad<20000314) AND ((row or column) NEAR4 pixel)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:34
	196	(determin$4 or measur$5 or identify$5) NEAR4 (size or width or length or dimension) NEAR4 (blank or empty or white or clear or unused) NEAR4 (space or area or window or region) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:38
-	18211	(fit$4 or siz$4 or determin$4) NEAR6 (graphic or image or ad or advertisement or icon) NEAR4 (space or region or area or window) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:40
-	3671	(fit$4 or siz$4) NEAR2 (graphic or image or ad or advertisement or icon) NEAR4 (space or region or area) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:40
-	18	((fit$4 or siz$4) NEAR2 (graphic or image or ad or advertisement or icon) NEAR4 (space or region or area)) SAME ((row or column) NEAR3 pixel) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:43
-	9	measur$5 NEAR4 siz$3 NEAR5 ((blank or unused or empty or clear or white) NEAR4 (space or region or page or screen or display)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:45
-	59	measur$5 NEAR4 siz$3 NEAR5 (region or area or page or window) NEAR8 pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:58
-	0	measur$5 NEAR6 (webpage or website or (web adj2 page)) NEAR9 pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 14:59
-	1	measur$5 NEAR6 (webpage or website or (web adj2 page)) SAME pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:00
-	5	measur$5 SAME (webpage or website or (web adj2 page)) SAME pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:02
-	5	measur$5 SAME (webpage or website or (web adj2 page)) SAME pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:02

-	49	measur$5 SAME (webpage or website or (web adj2 page)) AND pixel and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:21
-	65	(webpage or (web adj2 page)) NEAR6 (coordinate or "X-Y") and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:22
-	65	(webpage or (web adj2 page)) NEAR6 (coordinate or "X-Y" or "XY") and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:42
-	363	(screen or display) NEAR6 (coordinate or "X-Y" or "XY") and (web adj2 page) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:44
-	223	(object) NEAR6 (coordinate or "X-Y" or "XY") and (web adj2 page) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:47
-	10	(object) NEAR6 (coordinate or "X-Y" or "XY") SAME (web adj2 page) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 15:59
-	3	(background NEAR3 pattern) SAME (measur$5 or siz$4) SAME (webpage or (web adj2 page)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:04
-	10	(background NEAR3 pattern) SAME (compar$4 NEAR3 pixel) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:12
-	0	monitor$3 NEAR5 browser NEAR6 (active NEAR2 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:13
-	0	monitor$3 NEAR5 browser NEAR6 (active NEAR8 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:13
-	0	monitor$3 NEAR8 browser NEAR8 (active NEAR8 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:13
-	2	(monitor$3 or determin$3 or identify$4) NEAR8 browser NEAR8 (active NEAR8 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:15
-	11	(monitor$3 or determin$3 or identify$4) SAME browser NEAR8 (active NEAR8 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:19
-	38	wilcy.xp. and nguyen.xa. and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:22
-	0	6629140.URPN.	USPAT	2004/06/22 16:20

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-	12	("5781894" | "5895454" | "5905865" | "6128655" | "6130726" | "6157943" | "6282548" | "6295061" | "6314451" | "6330231" | "6404442" | "6480753").PN.	USPAT	2004/06/22 16:20
-	57	(determin$3 or identify$3) SAME (active NEAR3 display NEAR3 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:26
-	5	(monitor$4 NEAR4 (time or activity)) SAME (active NEAR3 display NEAR3 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:27
-	27	(monitor$4 NEAR4 (time or activity)) SAME (active NEAR3 window) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:30
-	25	(determin$3 or monitor$4) NEAR6 time NEAR8 window NEAR4 active and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:33
-	544	time NEAR8 window NEAR4 active and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:34
-	162	(period or time) NEAR2 window NEAR2 active and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:38
-	13	((period or time) NEAR2 window NEAR2 active and @ad<20010314) and (ad or advertis$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:41
-	16	(measur$6 or coordinat$4 or "XY" or "X-Y" or dimension or length or width or area) NEAR3 (unused or empty or blank or clear or vacant) NEAR2 (space or region or area or page or window or pane) SAME (webpage or (web adj2 page)) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/22 16:46
-	186	(ad or advertis$5) SAME (obscur$4 or block$3 or hid$3 or cover$3 or mask$3) SAME (webpage or (web adj2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 08:38
-	73	(ad or advertis$5) NEAR6 (obscur$4 or block$3 or hid$3 or cover$3 or mask$3) SAME (webpage or (web adj2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 08:43
-	54	(ad or advertis$5) SAME ((obscur$4 or block$3 or hid$3 or cover$3 or mask$3) NEAR6 (webpage or (web adj2 page) or website)) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 08:56
-	37	(ad or advertis$5) SAME ((obscur$4 or block$3 or hid$3 or cover$3 or mask$3) NEAR6 (webpage or (web adj2 page) or website)) and @ad<20000314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 08:44
-	44	((ad or advertis$5) NEAR6 (obscur$4 or block$3 or hid$3 or cover$3 or mask$3) SAME (webpage or (web adj2 page) or website) and @ad<20010314) not ((ad or advertis$5) SAME ((obscur$4 or block$3 or hid$3 or cover$3 or mask$3) NEAR6 (webpage or (web adj2 page) or website)) and @ad<20010314)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 09:48

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		1	5390295.pn.	USPAT; US-PGPUB	2004/06/23 13:39
-		20	(US-6266684-$ or US-6486891-$ or US-6710790-$ or US-6609146-$ or US-6516338-$ or US-6442529-$ or US-6311185-$ or US-6564193-$ or US-6321209-$ or US-6310631-$ or US-5390295-$ or US-6185589-$ or US-6704024-$ or US-6546397-$ or US-6623527-$).did. or (US-20020109729-$ or US-20020138331-$ or US-20010034646-$ or US-20020116415-$).did. or (US-20020015057-$).did.	USPAT; US-PGPUB; DERWENT	2004/06/23 14:12
-		1	((US-6266684-$ or US-6486891-$ or US-6710790-$ or US-6609146-$ or US-6516338-$ or US-6442529-$ or US-6311185-$ or US-6564193-$ or US-6321209-$ or US-6310631-$ or US-5390295-$ or US-6185589-$ or US-6704024-$ or US-6546397-$ or US-6623527-$).did. or (US-20020109729-$ or US-20020138331-$ or US-20010034646-$ or US-20020116415-$).did. or (US-20020015057-$).did.) and (background NEAR8 pattern)	USPAT; US-PGPUB	2004/06/23 16:42
-		0	((analyz$4 or compar$4) NEAR8 (background NEAR3 pattern)) SAME (webpage or (web adj2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 16:43
-		0	((analyz$4 or compar$4) SAME (background NEAR3 pattern)) SAME (webpage or (web adj2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 16:44
-		2	((analyz$4 or compar$4) SAME (background NEAR3 pattern)) AND (webpage or (web adj2 page) or website) and @ad<20010314	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/06/23 16:44

DERWENT-ACC-NO: 2003-246186

DERWENT-WEEK: 200324

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TITLE: System and method for advertisement using
address input
                         box of web browser

INVENTOR: JUNG, S W; LEE, C W

PATENT-ASSIGNEE: JUNG S W[JUNGI] ,   LEE C W[LEECI]

PRIORITY-DATA: 2001KR-0022829 (April 27, 2001)

PATENT-FAMILY:
PUB-NO   PUB-DATE   LANGUAGE
PAGES   MAIN-IPC
KR 2002083548 A   November 4, 2002   N/A
001   G06F 017/60

APPLICATION-DATA:
PUB-NO   APPL-DESCRIPTOR   APPL-NO
APPL-DATE
KR2002083548A   N/A   2001KR-0022829
April 27, 2001

INT-CL (IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2002083548A

BASIC-ABSTRACT:

NOVELTY - A system and a method for an advertisement using an address
input box
of a web browser are provided to improve the advertisement effect by
preventing
the visual dispersion of a user and the decrease of a download speed
and by
continuously displaying an advertising message on the address input
box of the
web browser.

DETAILED DESCRIPTION - The advertising messages requested by at least
one
advertisers (200) and the information related with at least one
clients (1,2,3)
are stored in a database (50). With response to the download request

of each
client, a plug-in program for playing the corresponding advertising
messages on
the address input boxes of the web browsers of the client computers
is provided
through a communication network (4). The time for which the
advertisement
message is played in the client computer is calculated as an
advertisement
exposure time. By using the address input box, the advertisement
message is
displayed continuously even in fast page movement, or scroll down and
up.

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: SYSTEM METHOD ADVERTISE ADDRESS INPUT BOX WEB

DERWENT-CLASS: T01 W05

EPI-CODES: T01-J05B4P; T01-N01A2C; T01-N01D1; T01-N03A1; W05-E03E;
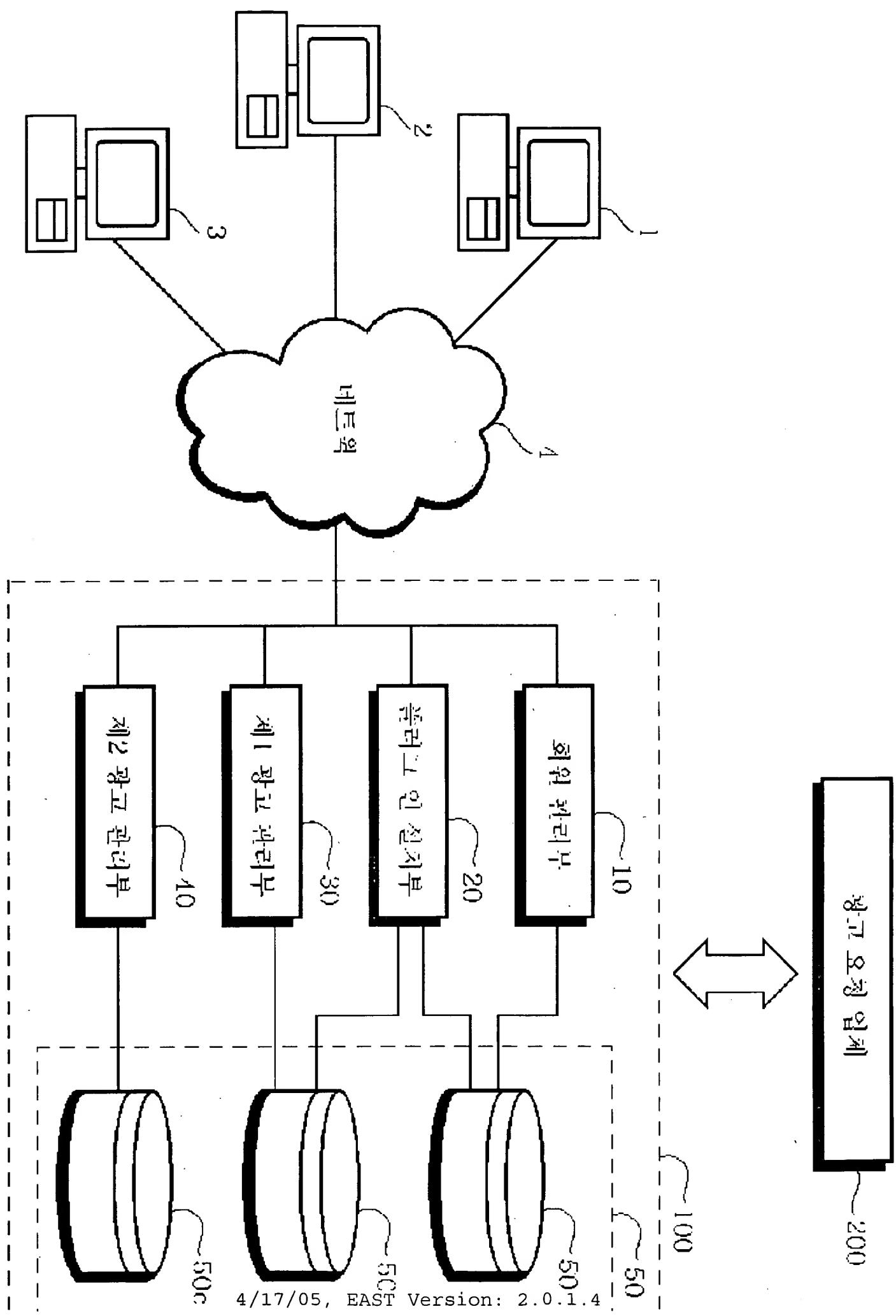
제2 광고 관리부 10

제1 광고 관리부 30

콘텐츠 인증지부 20

회원 관리부 10

네트워크 1

50c

5C

50

100

50

광고 요청 업체 200

Basic Search   Advanced Search   Topic Guide   Publication Search   Marked List : 0 documents   Interface language:
My Research Summary   English

Databases selected: Multiple databases...   New! Dissertations in ABI/INFORM

Document View   « Back to Results   < Previous Document 22 of 27 Next >   Publisher Information

Print   Email   ☐ Mark Document   🖹 Abstract , 🖹 Full Text

BusinessWeek

Web Sites Come Looking for You

Wildstrom, Stephen H. **Business Week**. New York: Nov 18, 1996., Iss. 3502; pg. 26, 1 pgs

» **Jump to full text** 🖹

Subjects:	Web sites
Author(s):	Wildstrom, Stephen H
Document types:	Feature
Section:	*Technology & You*
Publication title:	Business Week. New York: Nov 18, 1996. , Iss. 3502; pg. 26, 1 pgs
Source type:	Periodical
ISSN/ISBN:	07398395
ProQuest document ID:	10400415
Text Word Count	826
Document URL:	http://proquest.umi.com/pqdweb? did=10400415&sid=6&Fmt=3&clientId=19649&RQT=309&VName=PQD

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All · 4/17/05

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Abstract (Document Summary)

Web developers, rather than waiting for people to visit their sites, are finding out what information they want and delivering it straight to their computers. Information about this technique, called "push delivery," is presented.

Full Text (826 words)

In 1996, the Internet exploded into public consciousness as millions of us went out searching for the World Wide Web. In 1997, the Web is going to come looking for us.

The new catch phrase among Web developers is ``push delivery.'' The idea: Rather than waiting for people to come to your Web site, find out what information they want and deliver it straight to their computers. This sort of thing has been available since the birth of networks, through E-mail, but it's mostly limited to boring text. The first large-scale effort to push rich, graphical content hit the scene early this year, when PointCast's PointCast Network (www. pointcast.com) distributed a free Windows screen saver that displays news, sports scores, stock prices, weather data, and, of course, lots of advertising.

CLUNKY. Since then, Intermind (www.intermind.com) has launched Communicator, a system that allows you to subscribe to information from any site running Intermind's server software. As new material is posted on those sites, it is automatically sent to your computer, where you can read it with your browser. In January, a startup called IFusion Com (www.ifu sion.com) plans to launch a service called Arrlve. The service will deliver ``channels'' of multimedia information--sports, music, entertainment, and others--directly to your browser. For people on

networked computer systems, delivery just goes on in the background while your computer does other things.

All of these approaches share some common problems, though. For one thing, they require special software. You must load different software on your computer for each approach, and all of the programs are clunky. In addition, they all force you to stop what you're doing to examine the new information. In some cases you have to start up your browser. With PointCast, you have to go into screen-saver mode.

Push delivery should get a lot easier early next year, when ⓘMicrosoft introduces Internet Explorer 4.0. Despite its name, which suggests it's a new version of ⓘMicrosoft's **browser**, this free upgrade will include major changes in the way you use **Windows** 95 or **Windows** NT. One significant new piece is **Active** Desktop. This feature enables a networked **Windows** computer to accept material pushed out by **Web** servers and to **display** it right on the desktop, with no additional software or any action by the user beyond subscribing to information sources. Netscape Communications promises a similar feature in the Magellan **browser** that it is developing.

In its current configuration, which could well change as the product is tested, Active Desktop displays offer panels for three different sources of Web data. ⓘMicrosoft, which has been busily reinventing itself as a content producer, clearly hopes that one panel will be filled with news from MSNBC, its joint venture with the broadcaster. ⓘMicrosoft also hopes that corporations will install Active Desktop servers on their internal networks to put constantly updated company information on employees' screens.

The big flaw in all of these approaches is that they really only work well for people who are connected to networks full time. While it is possible to configure programs such as PointCast to dial out for updates, the spontaneity and immediacy get lost as you sit there waiting for your computer to plug into PointCast's computers. Eventually, cable modems, satellite minidishes, and other new technologies will bring full-time Internet connections to many homes. For now, however, the best solution may be wireless transmission.

One wireless product available today is the combination of the NewsCatcher receiver from Global Village Communications (800 736-4821) and the associated AirMedia Live information service. AirMedia uses one-way pager technology to broadcast news, sports, and other time-sensitive data to a pyramid-shaped receiver attached to your Windows PC. The $149 device comes with a year of basic service. For an extra $4.95 a month, which most users will probably want to pay, you get more frequent updates and regular stock market reports. Another $4 a month will bring you notification of new E-mail messages at your Internet-service provider or online service, though you will still have to log on to get the text of the messages.

FLUFF. I'm not very fond of the current AirMedia service. It offers limited customization and wastes precious air time to broadcast such fluff as horoscopes and trivia games. You can turn those off, but the bandwidth they take up could be used for more stock information. In addition, AirMedia's screen display is a jangle of brightly colored individual windows, one for news, another for stock quotes, and so on--each screaming for your attention. The same technology used with ⓘMicrosoft's Active Desktop would give you similar information in a much cleaner and more useful design.

Right now, much of the content that is pushed out leaves a lot to be desired. News stories tend to be superficial, and business reports generally consist of little more than press releases. But with companies from ⓘMicrosoft to ⓘTime Warner investing heavily in online content, this may not be a problem for much longer.

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